

Keep Charleston Beautiful 2014 Programs, Events & Awards

2014 Summary

Total number of volunteers= 3,848

Total volunteer hours = 12,420.5

Total bags of litter collected= 2,478

Tires Removed= 118

Estimated weight of litter collected= 55,427

Litter Prevention youth programs- 3,568 students

Cost benefit ratio = \$1.00 (city investment): \$4.98 (returned value)

Litter Index = 2.03 on a scale of 1 (clean) to 4 (dirty)

Community Outreach Events Attended: 8

*Numbers are calculated based on returned volunteer report forms and event numbers.

Awards/Recognition

President's Circle Recognition Award

Keep Charleston Beautiful, 2014

Grants- No City match required

Keep SC Beautiful/ PalmettoPride Grant

\$6,650 for Volunteer Projects and Education Programs

Community Assistance Funds

\$3,500 for Cleanup Supplies and litter prevention materials

Natura Wine

\$1,300 Pocket Park project on Crosstown

Keep America Beautiful/ Lowe's Community Improvement Grant

\$5,000 for Adopt-A-Stop: Bus Stop Litter Prevention

Waste Management/ Keep America Beautiful Grant

\$10,000 for school field trips to Recycling Center and Landfill

Events

Clean Cities Sweep, April

- This is a joint program with North Charleston- Litter Cleanups with community groups, companies, and Schools.
- In Charleston 1,984 volunteers took part
- Worked a combined total of 7,306.5 hours of service
- Collected around 889 bags of trash and 10 tires

Day of Caring, November 14th

- 655 NNPTC students cleaned the West Ashley Bike Path, North Bridge, East Bay Marsh, Governor's Park, West Ashley Green Way, I-26 Linear Bike path, Romney Street, and Brittlebank Park.
- 10 Bank of SC volunteers cleaned Demetre Park on James Island.

Beach Sweep/River Sweep, September 20

- This event is run by South Carolina Sea Grant Consortium, KCB is a site captain
- 14 volunteers cleaned up underneath the Cosgrove Bridge for 2 hours.
- 20 bags of trash were removed and one tire.

Green and Lean 5K, June 1

- This is a partnership fundraiser with Friends of KCB
- 239 runners finished the race
- The event raised \$3,473.19 for KCB's school based litter prevention education programs

Dash for Trash, October 26

- This is a partnership with the College of Charleston.
- 150 students from the College took part in cleaning up the East Side.
- The event was sponsored by local businesses.
- 1,967 pounds of materials were removed and disposed of during the event.

Community Cleanups, Year-round

- 76 separate cleanups took place with 51 different groups
- 17 Marsh Cleanups, 31 Park Cleanups: 28 Other Cleanups
- 5 Beautification projects

Programs

Education: Clean City Clara & Talking Trash

- Litter Prevention programs were presented to 3,568 students from Jan -Dec 2014.
 - Clean City Clara (K-5th)- 3,223 students at 22 Schools for a total of 38 programs
 - Talking Trash (6th-8th)- 95 students at 3 Schools
 - Other presentations- 250 students
- Free school field trips to Landfill & Recycling Center started in November.

Pick Up After Your Pet

- Businesses & individuals sponsor dog waste dispensers to help assist with supply costs
- In 2014 Parks and contributed approx. \$5,000 in pet waste bags for City Parks.
- \$2,180 was raised in community support.
- Over 90 dispensers are now in use around the City in various parks.

My City Is NOT Your Ashtray

- Free pocket ashtrays, brochures and bumper stickers available to the public.
- Our cigarette tub is used at Public events to highlight the litter issue the City faces.

Adopt-A-Stop

- Volunteers service trash cans at CARTA bus stops once a week to help prevent litter
- 13 stops have been adopted since the start of the program in May 2014.
- Funded through the Lowes/KAB grant and supported by CARTA

Green Spaces Recycling/ Lend A Bin Recycling

- KCB continues to promote and educated for recycling in City parks and at special events.
- Clear Stream recycling bin are available for free for groups to borrow for events.

10,000 Trees for Charleston

- An initiative to plant trees along throughout Charleston office. See separate 10,000 Trees Summary for more info.

Internship Program

- KCB hosted an undergraduate intern from the College of Charleston's Political Science Programs in fall 2014. Ryan S. worked on the Adopt-A-Stop program helping with promotion of the program and other tasks as needed.
- A Graduate intern, Montana J., worked part-time as our education coordinator for school based education and involvement programs. Her project will focus on developing a teacher education program so that teachers can conduct more effective litter awareness and education programs with students without direct need for KCB staff to be in attendance.